

Rep Order#	6838921	Ver#	1	Status	New	Traffic Order#	08/06/2012 4:30 PM	Printed:	08/06/2012 4:30 PM	1 of 3
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Last Received: 08/06/2012 1:03 PM

Showing Buylines: All Lines

Station	WAVY-TV NORFOLK, VA.	Agency	() AMERICAN MEDIA & ADVOCACY GROUP	Rep Firm	
Advertiser	() RIGELL FOR CONGRESS		815 SLATERS LANE	Sales Office	() PHILADELPHIA
Product	SCOTT RIGELL		ALEXANDRIA, VA 22314	Salesperson	() ANJIE BRADY
Estimate#	2723	Agency C/P1/P2/E	128/216/2723	Salesperson Phone#	215-567-6005
Buyer	Ben Angle	Flight Dates	08/07/2012 - 08/13/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

-- CONTRACT COMMENT --

CLIENT: RIGELL FOR CONGRESS SC=*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$16,050
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	TU	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,000.00	08/07-08/07	1	1	1	\$1,000.00	
Rating: 6.1												
	3	TH	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,000.00	08/09-08/09	1	1	1	\$1,000.00	
Rating: 6.1												
	4	F	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,000.00	08/10-08/10	1	1	1	\$1,000.00	
Rating: 6.1												
	6	W	430A-5A	EARLY TODAY	:30	\$125.00	08/08-08/08	1	1	1	\$125.00	
Rating: 2.1												
	7	TH	430A-5A	EARLY TODAY	:30	\$125.00	08/09-08/09	1	1	1	\$125.00	
Rating: 2.1												
	9	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$400.00	08/11-08/11	1	1	1	\$400.00	
Rating: 4.2												
	12	W	10A-5P	2012 SUMMER OLYMPICS	:30	\$400.00	08/08-08/08	1	1	1	\$400.00	
Rating: 3.6												
	13	F	10A-5P	2012 SUMMER OLYMPICS	:30	\$400.00	08/10-08/10	1	1	1	\$400.00	
Rating: 3.6												

Rating: 6.1

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EC'd Yes Last Received: 08/06/2012 1:03 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () AMERICAN MEDIA & ADVOCACY GROUP Rep Firm () PHILADELPHIA
Advertiser () RIGELL FOR CONGRESS 815 SLATERS LANE Sales Office ()
Product SCOTT RIGELL ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 2723 Agency C/P1/P2/E 128/216/2723 Salesperson Phone# 215-567-6005
Buyer Ben Angle Flight Dates 08/07/2012 - 08/13/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	SA	9A-6P	2012 SUMMER OLYMPICS	:30	\$800.00	08/11-08/11	1	1	1	\$800.00	
	Rating: 6.0											
	15	SU	9A-6P	2012 SUMMER OLYMPICS	:30	\$800.00	08/12-08/12	1	1	1	\$800.00	
	Rating: 6.0											
	17	W	5P-530P	5PM NEWS	:30	\$900.00	08/08-08/08	1	1	1	\$900.00	
	Rating: 4.4											
	19	F	5P-530P	5PM NEWS	:30	\$900.00	08/10-08/10	1	1	1	\$900.00	
	Rating: 4.4											
	20	M	5P-530P	5PM NEWS	:30	\$900.00	08/13-08/13	1	1	1	\$900.00	
	Rating: 4.4											
	22	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	08/11-08/11	1	1	1	\$300.00	
	Rating: 2.0											
	24	SA	8P-12A	2012 SUMMER OLYMPICS	:30	\$3,500.00	08/11-08/11	1	1	1	\$3,500.00	
	Rating: 13.0											
	25	SU	7P-1130P	2012 OLYMPICS CLOSING CERMONIES	:30	\$3,500.00	08/12-08/12	1	1	1	\$3,500.00	
	Rating: 12.0											

--REPORT TOTALS--
Report Totals: 16 / \$16,050.00

--SALES MONTHLY TOTALS--
Aug 12: 16 / \$16,050.00

EC'd Yes Last Received: 08/06/2012 1:03 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () RIGELL FOR CONGRESS

Product SCOTT RIGELL

Estimate# 2723

Buyer Ben Angle

Phone#

Fax#

Agency () AMERICAN MEDIA & ADVOCACY GROUP

815 SLATERS LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 128/216/2723

Flight Dates 08/07/2012 - 08/13/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

Sales Totals: 16 / \$16,050.00

Station Totals: 16 / \$16,050.00

Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$39,146	CATV 0%	WAVY 41%	WGNT 1%	WPXV 0%	WTKR 21%
		WTVZ 2%	WVBT 11%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE